

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

--	--	--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BBS2044 – BUSINESS & SOCIETY

(All Sections / Groups)

5 March 2018
9.00 am – 11.00 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of three (3) pages inclusive of the cover page with 4 questions only.
2. Attempt **ALL FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the answer booklet provided.

QUESTION 1

a) Briefly explain **FIVE (5)** of the stakeholders (internal or external) in the context of the business environment. Gives examples. **(15 marks)**

b) John has been identified as an amoral manager due to his ignorance in his 'close' relationship with a supplier in purchasing of goods. To lead him into becoming a moral manager what are the actions to be taken (List **FIVE**)? **(10 marks)**
(Total: 25 marks)

QUESTION 2

a) Why corporate governance is such an important ethical issue in today's competitive business environment? Explain. **(10 marks)**

b) Discuss **FOUR (4)** of the negative impacts that corporations have had on the environment by referring to some examples you have come across during the course. Provide recommendations on how corporations can act responsibility towards the environment. **(15 marks)**
(Total: 25 marks)

QUESTION 3

a) Based from your own observations and experiences discuss with examples, the major unethical practices of advertising which affect the public. **(10 marks)**

b) Technology advancement has affected the life of people tremendously. However technology also poses unethical behaviour and potential threats to users of the internet. Explain **FIVE (5)** of the threats. **(15 marks)**
(Total: 25 marks)

Continued...

QUESTION 4

a. Employees have the right to be treated with respect. Explain how this right affects the conditions of employment. **(12 marks)**

b. The relationship between business and society involve the issues of ethics that have becoming the focus and discussion by many decision makers. Give **FOUR (4)** reasons why the relationship of business and the society is important. **(13 marks)**
(Total: 25 marks)

END OF PAGE